

I am the program director of an AM/FM combo located in Wayne, a small college town in northeast Nebraska. I have been here since 1975. I believe we are typical of what radio is, in small towns all across the country. The only reason we exist is to serve the interests of not only our community, but those of other communities in our service area which do not have their own radio station. While we do use network programming to fill out our day, the most important part of our programming is what we originate. This amounts to about eight hours each day, including six daily newscasts with local content, three daily sportscasts focusing on area high school and college events, a daily 30-minute interview program dealing with local events and issues, a daily community calendar dealing with school, church, charitable and entertainment events in our area, and daily reports from area livestock markets. In addition we have special programming such as a recent broadcast of a school board candidates forum, call-in programs which allow people to ask questions of local government officials, a monthly call-in program featuring Nebraska's Governor which is originated by the Nebraska Broadcasters Association, local school concerts, and countless local high school and college sporting events. We are continually helping to promote various charitable and education efforts of organizations such as the United Way, Red Cross, Heart Association, American Cancer Society, 4-H, etc. I sincerely believe that we are a significant part of this community's identity and economic well-being and I'm proud of that. As I stated before, that's the only reason we exist. If all anyone needed was entertainment, there are many other better-funded options than us. The other fact of life for small town radio is that you operate on a limited budget, which means limited staff, which means each staff member has many responsibilities and limited time. If I have to spend too much time justifying my existence, I won't have time to do what is really important for this community. Cracking down on stations or in areas where you're receiving complaints is one thing. But a blanket indictment of the industry is another. I think the vast majority of us are doing the best we can. I'm afraid that if you place too many restrictions or too high expectations on us, you may regulate truly small town radio out of existence. In my opinion, that would be a tragedy. Thank you for your consideration.

Sincerely,
Daniel A. Baddorf, P.D. (KTCH AM & FM)